

Called Bob, March 15, 1954

told him we had sent report in Dec. or Jan. He will check and let us know. Soby

C.R.C.

**COLLEGE RADIO
CORPORATION**

~~545 FIFTH AVENUE~~ • NEW YORK 17, N. Y. • Telephone: Murray Hill 7-6865
14 West 45th Street

order 70890

March 9th, 1954

Miss Janet White, Manager
Radio Station WCSR
Smith College
Northampton, Massachusetts

Dear Janet

We have not yet received from your station a notarized report of results of the December (or later) Lucky Strike survey of student smoking preferences and listening habits.

This survey report is urgently required immediately. We have been given a deadline of March 15th with the sponsor, and ask your cooperation in doing everything possible to help us meet it.

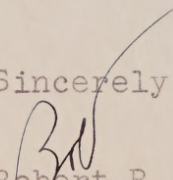
A report form is enclosed. If you submitted your various tally sheets to us for compilation, the report form is already filled in with the proper figures. If the form enclosed is blank, we assume you are doing your own tallying and will enter the proper figures.

Please process this survey report at once: make any necessary entries, sign the form, have it notarized, and rush it back to our New York Office by air mail. If you have any questions of any sort about this form or any entries we have made on it for you, please telephone us collect. Fast action is the keynote!

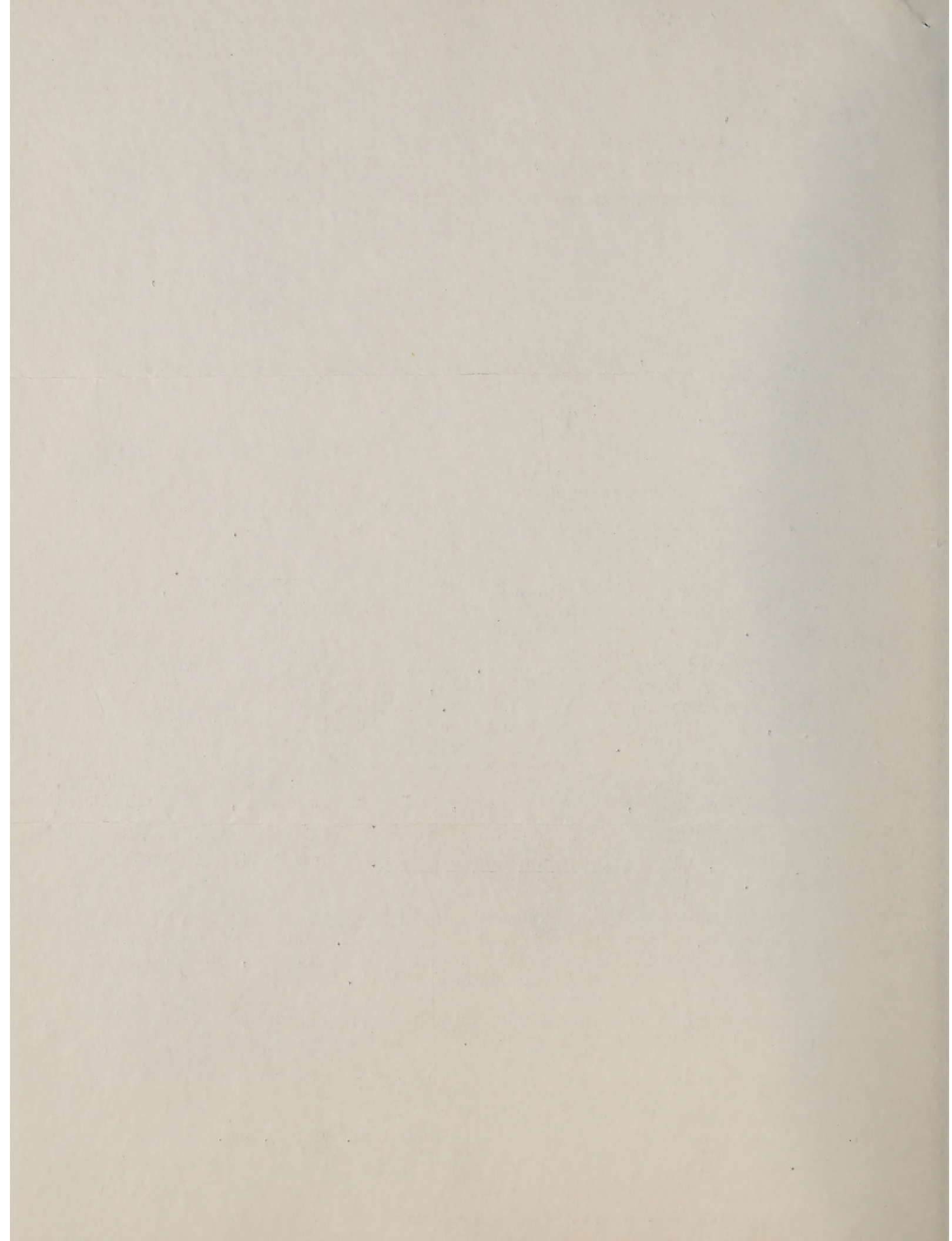
If for any reason you have not yet performed the survey on your campus, please have it done this week. Cut down on the sample size (but not below 75) to expedite matters, and get your report in the mail no later than the 13th.

Our thanks to you in advance for the full cooperation we're sure you'll give in this matter.

Sincerely yours


Robert R. Vance, Jr.
COLLEGE RADIO CORPORATION

Enc.



1953 Luckies Fall Survey Report From the Smith Campus

Number of Students Interviewed _____ (% of enrollment)

Date Interviews Performed _____, 1953.

Question 1 - What cigarette do you smoke?

Number of preferences expressed:

_____	Chesterfield (regular)
_____	Chesterfield (king size)
_____	Camel
_____	Cavalier
_____	Fatima
_____	Kent
_____	Kool
_____	L & M
_____	Lucky Strike
_____	Pall Mall
_____	Herbert Tareyton
_____	Philip Morris (regular)
_____	Philip Morris (king size)
_____	Old Gold (regular)
_____	Old Gold (king size)
_____	Parliament
_____	Raleigh
_____	Regent
_____	Viceroy
_____	Non-smoker
_____	_____
_____	_____
_____	_____

Question 2 - How often do you listen to the Lucky Strike News or Sports show on (station) ?

_____	Frequently (a)
_____	Seldom (b)
_____	Never (c)

Question 3 - How often do you listen to the Lucky Strike Music program on (station) ?

_____	Frequently (d)
_____	Seldom (e)
_____	Never (f)

Question 4 - How would you rate the Lucky Strike shows on (station) as compared with others?

_____	Better (x)
_____	As Good (y)
_____	Poorer (z)

Question 5 - What cigarette did you smoke last year:

Cigarette smoked last year:

_____	Chesterfield (regular)
_____	Chesterfield (king size)
_____	Camel
_____	Cavalier
_____	Fatima
_____	Kent
_____	Kool
_____	L & M
_____	Lucky Strike
_____	Pall Mall
_____	Herbert Tareyton
_____	Philip Morris (regular)
_____	Philip Morris (king size)
_____	Old Gold (regular)
_____	Old Gold (king size)
_____	Parliament
_____	Raleigh
_____	Regent
_____	Viceroy
_____	Non-smoker
_____	_____
_____	_____
_____	_____

I certify that to the best of my knowledge and belief the foregoing is an accurate report of answers received from students during a random survey conducted on our campus.

Sworn to and subscribed before me this _____ day of _____, 1953, in _____

Signed _____

(Title)

(Station) (Campus)

Notary Public

